ABSTRACT

The present invention relates to a financial management system for providing personalized financial advice to a user. The system operates in a collaborative computing environment between the user and a financial advisor and comprises a service level subsystem and an advice generating subsystem. The service level

5   subsystem allows the user to negotiate a service level agreement that defines the user's desired level of support and limits access to user provided information. The advice generating subsystem is coupled to the service level subsystem and includes one or more coaching engines that dynamically analyze the financial needs of the user in accordance with the user's service level agreement. Furthermore, the

10   coaching engine provides customized financial advice tailored to the user's life intentions. The present invention also provides for a financial portfolio management subsystem enabling the user to model the effects of adding or deleting various securities and helping the user to better conform his portfolio to his level of risk tolerance and his investment style.

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The system leverages the live advisor's time using automated coaching to help focus the user and the advisor's attention directly to the problem areas.